AMENDMENTS TO THE CLAIMS

The following listing of claims will replace all prior versions and listings of claims in the application.

LISTING OF CLAIMS

1. (Currently Amended) A method of providing retailer information to a remote customer, comprising the steps of:

providing an internet site hosted by at least one computer server in communication with a remote customer computer through a computer network;

communicating with said at least one computer server through said internet site; transposing an actual image of a retail environment as a navigable image within said internet site;

providing functions to navigate said navigable image within said internet site; and providing customer selectable links within said navigable image for providing detailed information of a particular retailer of said retail environment.

2. (Currently Amended) The method of providing retailer information to a remote customer of claim 1, further comprising the steps of:

transposing an actual image of an interior of said particular retailer as an alternative navigable image within said internet site; and

providing customer selectable links within said alternative navigable image for providing detailed information of a particular retailer.

3. (Currently Amended) The method of providing retailer information to a remote customer of claim 1, further comprising the steps of:

providing customer selectable links within said navigable image for providing detailed information of particular goods of a particular retailer.

4. (Currently Amended) The method of providing retailer information to a remote customer of claim 2, further comprising the steps of:

providing customer selectable links within said alternative navigable image for providing detailed information of particular goods of a particular retailer.

- 5. (Currently Amended) The method of providing retailer information to a remote customer of claim 1, wherein said retail environment is a downtown area of a community.
- 6. (Currently Amended) The method of providing retailer information to a remote customer of claim 1, wherein said retail environment is a shopping center.
- 7. (Currently Amended) The method of providing retailer information to a remote customer of claim 1, wherein said retail environment is a strip mall.
- 8. (Currently Amended) The method of providing retailer information to a remote customer of claim 1, further comprising the step of:

providing a purchasing interface whereby the remote customer may arrange for remote purchase of one of goods and services.

- 9. (New) The method of claim 1, wherein said transposing an actual image includes providing a customer perspective and said providing functions to navigate includes allowing a customer to virtually walk through said retail environment.
- 10. (New) A method comprising:
 scrolling lineal images as a navigable image within an internet site; and
 communicating between a remote computer and said internet site to navigate
 said navigable image and select links within said navigable image.
- 11. (New) The method of claim 10, wherein said scrolling lineal images includes transposing an actual image as a navigable image.
- 12. (New) The method of claim 10, wherein said links provide detailed information for goods, services or a business.
- 13. (New) The method of claim 10, wherein said communicating includes purchasing goods or services.
 - 14. (New) A method comprising: scrolling images of an actual location as a navigable image on a website; and

navigating said navigable image in a linear manner by communicating commands from a remote computer to a server computer hosting said website.

- 15. (New) The method of claim 14, wherein said scrolling images includes transposing an actual image as a navigable image.
- 16. (New) The method of claim 14, further comprising selecting links within said navigable image to provide detailed information for goods, services or a business.
- 17. (New) The method of claim 14, further comprising purchasing goods or services from said website by selecting a link within said navigable image.